



Agenda



- Introductions
- The Current Landscape
- SBB vs. DBB
- Challenge



Q: WHAT DO YOU THINK THE BIGGEST NEWS TO COME OUT OF THE IMAGING INDUSTRY WAS FOR 2015?

"I WOULD HAVE TO SAY THE BIGGEST NEWS IS THE FACT THAT THE DEALER COMMUNITY IS FINALLY ACCEPTING THAT PAGE VOLUMES PER USER ARE GOING DOWN. ONCE ACCEPTED THIS FORCES US AS A CHANNEL TO REALIZE THAT THE WAY WE'VE BEEN DOING THINGS IS NO LONGER ENOUGH TO MEET THE NEEDS OF THE FUTURE. THE WORLD IS MOVING ON WITH OR WITHOUT US."

"...USERS, BY AND LARGE, ARE PRINTING LESS EVERY YEAR."



MARKET DYNAMICS ARE FINALLY STARTING TO FORCE THE IMAGING CHANNEL TO COME TO GRIPS WITH THE FACT THAT USERS, BY AND LARGE, ARE PRINTING LESS EVERY YEAR. WHAT'S THE EXPRESSION? KNOWING IS HALF THE BATTLE. I THINK THE BIGGEST NEWS IS THAT OUR INDUSTRY IS MOVING BEYOND SIMPLY KNOWING AND INTO DOING THE HARD WORK OF CHANGE."

WEST McDONALD
"WOLF BOY"

About The Speaker

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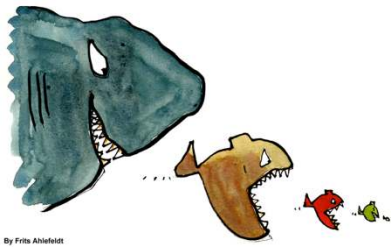


Are Volumes *Per User* Going Up Or Down?



“My MPS Business Is Still Growing”

2 Ways MPS Businesses Are Growing Today:



Long-Tail Acquisition Strategy



New Customer Adds



Let's take a closer look!





What is SBB?



SBB, or “Seat Based Billing” for managed print is a flat-fee which is billed per employee per month and covers support for all print enabled devices used by each end-user. This may entail supporting locally connected printers, desktop printers, multi-function devices, scanners, fax machines and all related consumables, service, parts, and software related to your printing and document workflows.

What is DBB?



DBB, or “Device Based Billing” for managed print is a flat-fee which is billed per printer/MFP per month. This usually includes all related consumables, service & parts related to document output.

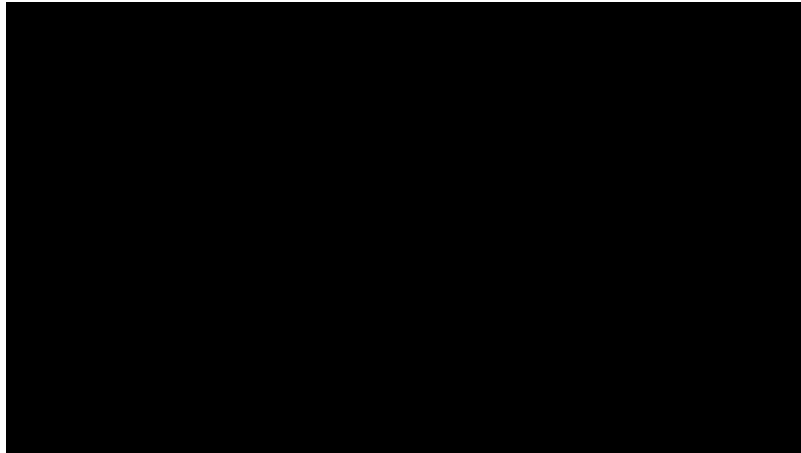
Benefits of SBB



- 100% budgetable costs by user
- Improved workflow
- Unified billing
- Improved security
- Allows for diversification beyond managed print
- Aligns Dealer/Customer Needs
- Existing “Ecosystem”



Benefits of SBB



We're SBB Certified

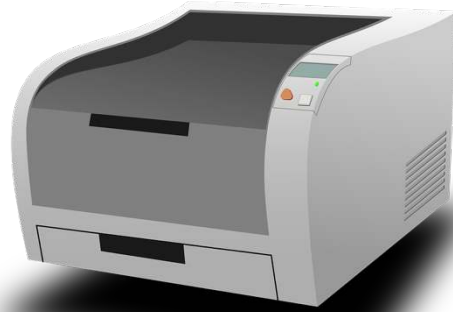


- Expert in user, document & device based managed print.
- SBB Assessments
- Ongoing SBB QBRs
- Customer systems and operations

Benefits of DBB



- 100% budgetable costs by device
- Simplified Billing Administration
- No complicated "User" tracking
- OEMs may prefer it over SBB



Downsides of SBB



- Requires new expertise
- Requires new software
- Customer education
- Re-training Sales
- OEMs not always a fan



Downsides of DBB



- Building quotes
- Limited “Layering”
- Unified billing hard
- “Race To The Bottom”



Your Future: “Pure” or “Hybrid?”



- Pure MPS
 - Never going to offer new services, just pure MPS.
- Hybrid
 - MITs
 - Cloud
 - Document Management
 - VOIP
 - Infrastructure As A Service



The “As A Service Model” Examples



VS





- Pay per movie
- Tons of Theatres
- Traditional Movie-going experience
- Stagnant growth



- “MoviePass” All-You-Can-Eat Monthly Subscription
- Additional value add services
 - High-end dining menu
 - Seat-side food and beverage service
 - Licensed lounge
- 24 locations in 9 states and growing





MoviePass Details

- \$9.95/month unlimited access to movies at theatres
 - 3D movies excluded
- Over 150,000 subscribers
- CEO Mitch Lowe, previously a NetFlix founder
- MoviePass card powered by MasterCard and theatre gets it's full payment per/movie.



Other Examples:





Seat Based Billing or Device Based Billing?

Which one is right for you?

Challenge #1



The screenshot shows a website with a green header and a white main content area. The header has a navigation bar with links: About, Stanford Students, Programs, News and Events, Resources, and Field Notes. Below the header, there is a large image of two people in a workshop setting. Overlaid on this image is the text "A Virtual Crash Course in Design Thinking". To the left of the image, there is a sidebar with a "Featured" section and a "All Resources" section. Below the image, there is a text box that says "Welcome to the d.school's Virtual Crash Course!".

<https://dschool.stanford.edu/resources-collections/a-virtual-crash-course-in-design-thinking>

Challenge #2



Bring Me Your 3 **Worst** Customers

Questions?



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